

Abstract

This bachelor thesis focuses on the change of product placement and its influence on the masculinity of James Bondy characters. In the theoretical part is first described gender theory, gender socialization and gender stereotypes. Attention is also paid to masculinity, especially to the concept of hegemonic masculinity, and after that the work is focused on the relationship of gender in media and advertising. Then the concept of product placement in marketing communication, its types and psychological aspects are presented. The work also deals with product placement efficiency and examples that are given. Based on the theory of the first two chapters, the third part describes James Bond's masculinity, the chapter focuses on two different actors, Bond's representatives. The content and descriptive analysis in the practical part describes product placement in selected audiovisual material. These are four film adaptations of Ian Flemig's novels: *Golden Eye* (1995), *Tomorrow Never Dies* (1997), *Casino Royale* (2006) and *Skyfall* (2012). At the end of the thesis, the author assesses the knowledge from the practical part. The aim of this thesis is to find out if the change of product placement influences masculinity of James Bond character.